

Chairman King and Committee Members,

My name is John Rivenburgh I own Kerrville Hills winery and have also been a consulting winemaker and winery developer for the past 14 years in Texas. I am writing you and the committee today in support of Texas Wine truth in Labeling. In *Specific Charge 4: Evaluate the Texas wine industry and the current labeling requirements associated with the use of "Texas" as an appellation. Determine if current regulations and permitting rules are adequate to support the industry's development.*

In my career I have seen the need for truth in our labeling for many reasons. First the ability of Wineries to use inexpensive out of state Bulk wine creates an unfair business advantage for those of us dedicated to creating a 100% Texas product, from a pricing standpoint. Secondly the ability for us to be taken seriously as a region and industry is constantly questioned by other trade professionals again creating a disadvantage in the sales market. During my 14 year career I have experienced this on multiple occasions. I am very happy to provide more incites and experiences as needed to this committee.

Thank you for the opportunity to make Texas Wine 100% Texas as labeled

John J. Rivenburgh, Winemaker
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